

X COPY

fashion calendar

1971

31 st year • issued weekly

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Publisher.

WEEK BEGINNING MONDAY, MAY 3, 1971

Sunday May 2- May 4	HOME SEWING SHOW FOR BUYERS Preview of over-the-counter fabrics, trimmings, sewing accessories, patterns by 100 major resources. Special color and fashion forecast rooms; panel discussions. Hours: Sun., 10:00 A.M. - 7:00 P.M.; Mon. and Tues., 9:30 A.M. - 6:00 P.M. Contact: Muriel Wanderman, 475 Fifth Avenue, 969-0300.	AMERICAN FASHION HOME SEWING COUNCIL, INC.	WALDORF-ASTORIA 9TH AND 10TH FLOORS
May 2- May 7	KNITTING ARTS EXHIBITION IN ATLANTIC CITY. Publicity: Bernard Groger, Bell & Stanton, PL. 9-4800.		
Monday May 3 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Miss Nancy, 868-9070.	DON SIMONELLI	205 WEST 39TH STREET SHOWROOM - 15TH FLOOR
Monday May 3 1:15 P.M.	OPENING OF FALL COLLECTION Also May 10 at 1:15. By reservation. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 3	2:00 P.M., GALINA-BOUQUET, 499 Seventh Avenue, 12th floor, 565-3304.		
Monday May 3 2:30 P.M.	OPENING OF FALL COLLECTION Also May 10 at 10:30 A.M. By reservation. Contact: CH. 4-3169.	MODERN COUTURE BY PEG ENDERSBY	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday May 3	FALL BOUTIQUE COLLECTION Continuous showings. Contact: 868-3232. Publicity: Helen Lack, 838-3630.	MARION DIGNEY LTD.	262 WEST 38TH STREET SHOWROOM - 17TH FLOOR
Beginning Monday May 3	OPENING OF FALL COLLECTION Dresses and sportswear, in addition to coats. Contact: 594-3219.	DIA DIODATO	512 SEVENTH AVENUE NEW SHOWROOM - 38TH FLOOR
Beginning Monday May 3	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Mandy Cole, 244-2700.	GINALA	512 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday May 3	OPENING OF FALL COLLECTION Continuous by appointment. Contact: Barbara Walker, 244-2700.	GINESSA	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Beginning Monday May 3	OPENING OF FALL COLLECTION Continuous by appointment. Contact: LO. 4-9320.	IMAGES BY PHILIPPE BODINAT	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday May 3	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Kay Farmer, OX. 5-4812.	JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Showing to May 25	FRENCH READY-TO-WEAR FASHIONS Mr. Maurice Choukroun will present three French collections: Dennet Barry, sportswear; Andre Fallier, blouses; and LOU, lingerie. For appointments, contact: 586-7000, ext. 1509. Publicity: Ruth Hammer Associates, 685-8290.	THREE FRENCH COLLECTIONS	NEW YORK HILTON HOTEL SUITE 1509
Beginning Monday May 3	FALL SPORTSWEAR & SWEATER KNITS Opening of Fall Sportswear and Sweater Knit collection. Continuous showings. Contact: Janice Watt, 594-2100.	LOOMTOGS; LOOMKNITS	1407 BROADWAY SHOWROOM - 35TH FLOOR
Beginning Monday May 3	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: LO. 4-9320.	REFLECTIONS BY BEVERLY MOYER	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday May 3	OPENING: FALL COLLECTION Continuous showings. By appointment. Contact: 279-3650.	ROYAL PARK LTD. BY JAN STRASS	498 SEVENTH AVENUE PENTHOUSE
Monday May 3- May 7	FALL READY-TO-WEAR DESIGNED IN ROME Three Fall ready-to-wear collections. By appointment. Reception and informal modeling. <u>Monday, May 3, 5:00 to 7:00 P.M., by invitation. (April 26 and 27 at Oaks Hotel, Houston--contact: 713-CA. 2-2229. April 28, 29, 30 at Fairmont-Roosevelt Hotel, New Orleans--contact: 504-JA. 5-9366).</u> Public Relations: Hamra Associates, 753-9835.	BARONESS MA RO-MELODIA	ST. REGIS HOTEL PRIVATE SUITE
Monday May 3	OPENING: NEW WOODBIDGE STORE Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	WOODBIDGE, NEW JERSEY
Monday May 3- May 21	HEAD-TO-TOE SEMINAR By invitation only. Hours: 9:00, 11:00 A.M. or 4:00 P.M. Contact: Jacqueline Leve, Fashion Merchandising Director. 689-5800.	VOGUE MAGAZINE	420 LEXINGTON AVENUE SHOWROOM - 19TH FLOOR
Tuesday May 4 8:45 A.M. Breakfast	PREVIEW SHOWING: FALL SPORTSWEAR <u>Show promptly at 9:00.</u> By invitation. Thereafter by appointment in private suite until May 21. Publicity: Betty Yarmon, 755-3487.	TIKTINER (NICE, FRANCE)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday May 4 10:00 A.M.	PREVIEW OF FALL COLLECTION By reservation. Continuous thereafter. Contact: Howard Gilson, 695-6234.	JEUNESSE BY JEANNENE BOOHER	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
May 4	11:00 A.M., RODRIGUES FOR PETER CLEMENTS, 530 Seventh Avenue, LO. 3-0988.		
Tuesday May 4 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: PE. 6-6983.	H.O.B.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday May 4 1:00 P.M.	OPENING OF FALL COLLECTION Contact: LO. 4-9194. Publicity: Betty Yarmon, 755-3487.	THE FIFTH ADDITION BY MARSHALL KLUGMAN	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
May 4	2:00 P.M., GALINA-BOUQUET, 499 Seventh Avenue, 12th floor, 565-3304.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 4 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. <u>Buyer show at 3:00.</u> Additional show at 4:00. By invitation. Contact: Harri Carey, 695-5555.	JON HAGGINS	37 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Beginning Tuesday May 4	OPENING: FALL COLLECTION Continuous showings. Contact: LO. 4-9311.	TED BROWN	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday May 4	FALL COLLECTION BY TARQUIN Continuous by appointment. Contact: Vera Bartul, LA. 4-4562.	SAMUEL ROBERT	1407 BROADWAY SHOWROOM - 40TH FLOOR
Beginning Tuesday May 4	FIRST SPORTIF FUR COLLECTION "Introduction: The New Coats" -- the fur - the fake - the all purpose rain-coat. Continuous showings. Contact: Jean Houck, LO. 3-1640.	GLORIA SACHS RTW	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Beginning Tuesday May 4	OPENING OF FALL COLLECTION Continuous showings. Contact: Judy Harvey, LO. 4-0462.	SPORT SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Gina Harrington, 736-9601.	CALVIN KLEIN	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Wednesday May 5 11:30 A.M.	PREVIEW SHOWING: FALL COLLECTION By invitation. Contact: LO. 4-9194. Publicity: Betty Yarmon, 755-3487.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 5 11:30 A.M.	CUSTOMER SHOWING OF SUMMER FASHIONS By Gino Charles and Malcolm Charles. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR
Wednesday May 5 12:30 P.M. Luncheon	PRESS PREVIEW: NEW WIG FIBER "Wigging Out" -- presentation of Monsanto's new wig fiber. By invitation. Publicity: Virginia Haynes, 556-5432.	MONSANTO (WIG FIBER DIVISION)	HOTEL PLAZA TERRACE ROOM
Wednesday May 5 12:30 P.M. Luncheon	LUNCHEON FASHION SHOW "Swirl's Concept 70's" loungewear collection. Reservations: (\$5.95), CI. 6-9171. Barbetta publicity: Ellen Perl, TE. 2-8212.	SWIRL	BARBETTA RESTAURANT 326 WEST 46TH STREET
Wednesday May 5 1:00 P.M.	PRESS SHOWING BY MAXIME DE LA FALAISE By invitation. Thereafter by appointment. Contact: 695-1617 or 947-1050.	HARMON KNITWEAR AND BLOUSECRAFT	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 5 2:00 P.M.	PRESS PREVIEW: FALL FASHIONS Fall fashions designed by Frank Masandrea; and a special collection by Murray Nieman. By invitation. Thereafter by appointment. Contact: Hal Krauss, 736-8888.	MODELIA	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Wednesday May 5 3:00 P.M.	PREMIERE COLLECTION DESIGNED BY ADRI By invitation. Contact: Shirley Ornstein, LO. 4-9115.	CLOTHES CIRCUIT (DIV. OF ANNE FOGARTY)	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 5 4:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Maribeth Lubell, 564-5430.	PROJECT II BY GUNTER (530 SEVENTH AVENUE)	WEAVERS CLUB 111 WEST 40TH STREET
Wednesday May 5 4:30 P.M.	PREVIEW OF FALL DRESSES & SUITS By invitation. Contact: Michele Abruzzo, BR. 9-6560.	DAVID CRYSTAL (498 SEVENTH AVENUE)	HOTEL PIERRE ROOF GARDEN
Wednesday May 5 5:30 P.M.	FALL COLLECTION IN NEW YORK Also May 10, 12, 17, 18 at 5:30 P.M. By reservation. Contact: Dick Steiner or Walter Oppenheimer, 213-627-0806. (L.A.); 335-6033 or CI.7-2200 (N.Y.).	HELGA	HOTEL GOTHAM VICE PRESIDENTIAL SUITE
Beginning Wednesday May 5	OPENING: FALL COLLECTION Continuous showings. Note new showroom. Contact: Betsey Klein, 736-1076.	AQUANALA	512 SEVENTH AVENUE NEW SHOWROOM - 13TH FLOOR
Thursday May 6 9:00 A.M. Breakfast	FALL SLEEPWEAR AND LOUNGEWEAR FASHIONS Press preview of sleep and loungewear fashions in brushed Caprolan nylon fabrics. By invitation. Contact: Terry Yoffe. 422-7300, ext. 7595.	ALLIED CHEMICAL CORP - FIBERS DIVISION	L'OUBLIETTE 2 WEST 55TH STREET
Thursday May 6 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTIONS Premiere of Ken Meritt's Fall collection. By invitation. Thereafter continuous. Contact: Fleuret Rothschild, 244-4713.	KEN MERITT	250 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Thursday May 6 10:00 A.M.	INTRODUCTION OF NEW FALL SPORTSWEAR By reservation. (Press show at 2:30, by invitation.) Also, May 11 and 19 at 10:00 A.M. Contact: Sydelle Shaw or Sheldon Post, 594-5424.	SOMETHING! BY OSCAR DE LA RENTA	1411 BROADWAY SHOWROOM - 29TH FLOOR
Thursday May 6 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Bonnie Cashin's collection for Philip Sills. By invitation. Thereafter by appointment. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 685-8290.	PHILIP SILLS; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday May 6 12:00 Noon	OPENING OF FALL COLLECTIONS By invitation. Contact: 868-2880. Publicity: Eleanor Lambert, MU. 8-2130.	ANNEMARIE GARDIN FOR PAPILLON	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 6 1:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-6874. Publicity: Betty Yarmon, 755-3487.	STUDIO SIX BY TOM NASARRE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
May 6	2:30 P.M., SOMETHING! BY OSCAR DE LA RENTA, PRESS SHOW, 594-5424 (See above)		
May 6	4:00 P.M., JOHN ANTHONY, 530 Seventh, PRESS SHOW, (See page 8) 239-7080.		
Thursday May 6 4:00 P.M.	FALL COLLECTION BY OLE BORDEN By reservation. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Thursday May 6	OPENING OF FALL COLLECTION Continuous showings. Contact: 594-0870.	JEREMY BY ALAN PHILLIPS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 7 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview of fashions, home furnishings, children's items, gifts by West Virginia craftsmen. By invitation. Thereafter Hotel Gotham, private suite, through May 21. By appointment. Contact: Florette Angel, 147 Summers Street, Charleston, West Virginia, 304-343-0171.	MOUNTAIN ARTISANS (WEST VIRGINIA)	TIME & LIFE BUILDING PONTI BUILDING
Friday May 7 12:00 Noon	CALIFORNIA COLLECTION IN NEW YORK Also May 14 at 1:00 P.M. Contact: Marion Auley at	PHYLLIS SUES (8680 MELROSE AVE., L.A.)	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR Sylvan Rich, 947-8470.
Friday May 7 1:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, 755-3487.	SCHRADER SPORT BY TOM NASARRE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
May 8- May 11	FABRICS TRADE FAIR, MILAN, ITALY. Contact: Mitam, 4/D Galleria San Babila, 4/D 1-20122 Milan, Italy.		
May 9	MOTHER'S DAY (Sunday)		
Monday May 10 10:00 A.M.	OPENING OF FALL COLLECTION Designed by Betse Cann and Rodger Robinson. Also May 19 at 10:00 A.M. By reservation. Contact: Neil Peskin, LA. 4-4510.	GINO CHARLES	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday May 10 10:30 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Alan Baron, PE. 6-8867.	HENRY FRIEDRICKS	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
May 10	10:30 A.M., MODERN COUTURE, 530 Seventh Avenue, 19th floor, CH. 4-3169. (See pg.1)		
May 10	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, PRESS SHOW, by invitation, (See below)		
May 10	12:00 Noon, GEOFFREY BEENE, 550 Seventh Avenue, PRESS SHOW, by invitation (see pg.8)		
Monday May 10 12:00 Noon	FALL COLLECTION AND BOUTIQUE SPORTSWEAR Introduction of Boutique Sportswear, in addition to complete Fall collection. Also May 14, 19, 25 at 12:00 Noon. Contact: LA. 4-0237.	DON BREITINGER FOR HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 10	1:00 P.M., BOUTIQUE DONALD BROOKS, 550 Seventh, PRESS SHOW, (See pg. 10)		
May 10	1:15 P. M., NAT KAPLAN, 498 Seventh Avenue, 21st floor, LO.5-4115 (See pg. 1)		
Monday May 10 2:00 P.M.	FALL COLLECTION BY HUBERT LATIMER Also May 19 at 2:30, May 20 at 9:30. By reservation. Contact: LO. 4-9220.	CHRISTIAN DIOR- New York	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday May 10 3:00 P.M.	OPENING OF FALL COLLECTION Also May 17, 19, 25 at 11:00 A.M. By reservation. (Press Show, May 10 at 11:00 A.M.). Contact: Marilyn Pignoni, LA. 4-9350.	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 10 4:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE BOUTIQUE	550 SEVENTH AVENUE NEW SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 10 4:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: Mr. Macy, PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday May 10 4:30 P.M.	OPENING OF FALL COLLECTION Also May 19 at 4:30. By reservation. Contact: Bill Levin or Jo McLeod, 239-4155.	DOMINIC ROMPOLLO	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 10 5:00 P.M.	OPENING OF NEW COLLECTION Introducing a new concept in clothing and a new merger -- Richard Tam, Inc. and Jon Mandl for Tam II. By invitation. Thereafter at Sylvan Rich Showroom, 530 Seventh Avenue, 9th fl. Contact: Marion Auley, 947-8470; or 213-749-2224.	RICHARD TAM/ JON MANDL	HOTEL PLAZA TERRACE ROOM
May 10	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite, 335-6033 or CI. 7-2200.		
Monday May 10 6:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: 279-5012.	MOLLIE PARNIS BOUTIQUE	HOTEL PIERRE COTILLION ROOM
Beginning Monday May 10	OPENING OF FALL COLLECTION Continuous by appointment. Contact: 244-6761.	CARLYE BY SADYE WEINBERG	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday May 10	OPENING OF FALL COLLECTION Continuous by appointment. Contact: WI. 7-7457.	KIKI HART BY GEORGE SAMEN	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Monday May 10	FALL COLLECTIONS Continuous showings. By appointment. Contact: Joe Melton, 565-6900.	JONNY HERBERT; PAB LTD.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday May 10- May 21	FALL AND WINTER COLLECTIONS By appointment. Contact: Gail Jannon, Nippi New York, Inc., 155 East 55th Street, 758-7760.	HANAE MORI	WALDORF-ASTORIA PRIVATE SUITE
Beginning Monday May 10	FALL COLLECTIONS Ready-to-wear by Emmanuelle Khanh and Ossie Clark; By appointment. Contact: Sophie Xuereb, 755-7171.	PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 3RD FLOOR accessories by Gosta.
Beginning Monday May 10	OPENING OF FALL COLLECTION Continuous showings. Contact: Miss Helen, CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday May 10	FALL COAT AND SUIT COLLECTIONS Continuous showings. Contact: Ethel Shields, 736-1310.	RENBROOK; & MILA	230 WEST 39TH STREET SHOWROOM - 7TH FLOOR
Monday May 10- May 20	FALL '71 MARKET WEEKS "The Moving Picture" - Body fashions, daywear, nightwear. Introducing loungewear featuring "The Jacques Tiffeau for Gossard collection". Daily at 9:30, 11:00, 2:30 (except Mon, May 10, 2:30 only; Fri, May 14 and Thurs. May 20, 9:30 and 11:00). By appointment. Contact: Mary Ann Shraky, 682-8510.	GOSSARD	330 MADISON AVENUE SHOWROOM - PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 10- May 21	FALL LINGERIE MARKET WEEK Daily informal showings.	KAYSER PERMA-LIFT Contact: Bernadette Koziel, PL. 7-9600.	640 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Monday May 10- May 21	FALL LINGERIE MARKET WEEK "Those Certain Pleasures" -- daily lingerie shows at 9:30, 10:30 and 2:30. By invitation. Contact: Priscilla Weinlandt, JU. 2-6767.	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 10- May 19	FALL MARKET WEEK SHOWS Lingerie, underfashions, at home wear at three showings: 10:00 A.M., 11:30 A.M., and 2:30 P.M. Contact: Marian Sherwood, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday May 10	FALL MARKET WEEK SHOWS Showings May 10 through May 13; and May 17 through May 20 at 9:30, 11:00, 2:00 and 3:00. Contact: Andree Carr, 682-5580.	VASSARETTE	261 MADISON AVENUE LITTLE THEATRE
Monday May 10- May 21	FALL LINGERIE MARKET WEEKS Week of May 10: daily at 10:00 and 2:00. (No shows on Monday, May 10 and Friday, May 14). Week of May 17: daily at 10:00, 2:00 and 3:30 (except May 20, no 3:30 show; May 21, no shows at all). By reservation. Contact: Mary Sheehy, 661-1300.	WARNERS	90 PARK AVENUE SHOWROOM - 12TH FLOOR
Beginning Monday May 10	FALL SLEEPWEAR & LOUNGEWEAR COLLECTION Transitional Cotton and Fall collection of loungewear for Periphery; Siren sleepwear. Contact: Lisa Devine, MU. 9-9450.	ARTHUR WILLIAMS FOR SIREN & PERIPHERY	152 MADISON AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 11 9:00 A.M.	OPENING OF FALL COLLECTION Also May 18 at 9:00 A.M. Contact: Geri Lasher, 594-3000.	MORTON MYLES FOR MALCOLM CHARLES	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 11 9:30 A.M.	FALL COLLECTION By invitation. Contact: Dick Conrad, 695-2900.	BARBARA LARSON FOR STJ	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday May 11 10:00 A.M.	OPENING OF FALL COLLECTION Also May 13, 18, 25 at 10:00 A.M. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 11 10:00 A.M.	FALL COLLECTION BY MOLLY Also May 13 and 18 at 10:00 A.M. By reservation. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
May 11	10:00 A.M., SOMETHING! BY OSCAR DE LA RENTA, 1411 Bway, 594-5424 (See pg. 4)		
Tuesday May 11 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 13 at 11:00 A.M. Contact: 279-3091.	PIERRE CARDIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
May 11	11:00 A.M., RODRIGUES FOR PETER CLEMENTS, 530 Seventh, 2nd floor, LO. 3-0988.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 11 11:00 A.M.	PREMIERE SHOWING: FALL COATS & SUITS Also May 18 at 11:00 A.M.	LAIRD-KNOX BY TRACY MILLS By reservation.	512 SEVENTH AVENUE SHOWROOM - 37TH FLOOR Contact: LA. 4-2544.
Tuesday May 11 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 and 17 at 12:00 Noon (Press Show, Monday, May 10 at 12:00 Noon). By reservation.	GEOFFREY BEENE	550 SEVENTH AVENUE NEW SHOWROOM - 4TH FLOOR Contact: LW. 4-0454.
Tuesday May 11 12:00 Noon	NEW SPORTSWEAR COLLECTION By invitation.	SPORTCOUTURE BY FRANCESCA FOR DAMON Contact: MU. 3-2467.	1410 BROADWAY SHOWROOM - 12TH FLOOR Publicity: Viola Rossi, 489-8118.
Tuesday May 11 12:00 Noon	PREVIEW OF FALL COLLECTION Thereafter by appointment.	ANNE FOGARTY Contact: Shirley Ornstein,	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR LO. 4-9115.
Tuesday May 11 1:00 P.M.	OPENING OF FALL COLLECTION Also May 12, 17, 18, 24, June 1 at 1:00.	TEAL TRAINA Contact: Jean Roberts,	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR LA. 4-3520.
Tuesday May 11 1:30 P.M.	OPENING OF FALL COLLECTION By reservation.	SEYMOUR FOX Contact: LO. 4-3246.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 11 2:00 P.M.	OPENING OF FALL COLLECTION Also May 20 at 11:30.	CHUCK HOWARD By reservation.	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR Contact: Bill Parnes, 564-2155.
Tuesday May 11 2:00 P.M.	OPENING OF FALL COLLECTION By invitation.	MR. BLACKWELL Continuous thereafter.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR Contact: Nan Koven, BR. 9-8575.
Tuesday May 11 2:00 P.M.	FALL BOUTIQUE COLLECTION For press and buyers.	VALENTINO By invitation. (Limited Seating).	PLACE TO BE ANNOUNCED Contact: Anita Tiburzi, 752-1510.
Tuesday May 11 2:30 P.M.	FALL COLLECTION BY MARIE McCARTHY Also May 12, 17, 19, 24 at 2:30.	LARRY ALDRICH By reservation.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Contact: PE. 6-6983.
Tuesday May 11 2:30 P.M.	OPENING OF FALL COLLECTION Also May 14 and 19 at 2:30.	HOUSE OF BRANELL By reservation.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR Contact: PE. 6-6983.
Tuesday May 11 3:00 P.M.	SHOWING OF FALL COLLECTION Premiere collection by John Anthony. May 6 at 4:00 P.M., by invitation.)	JOHN ANTHONY By reservation.	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR (Press Show, Thurs., Contact: Bob Levine, 239-7080.
Tuesday May 11 3:30 P.M.	OPENING OF FALL COLLECTIONS Designed by Patrick Porter and Mario Forte. thereafter.	RONA DRESSES, INC. By invitation.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR Continuous Contact: LO. 5-1025. Publicity: Barbara Kling, LT. 1-8024.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 11 4:00 P.M.	FALL SHOWING Cacharel of Paris will present his Fall collection. Show followed by cocktails. By invitation. Contact: Susie Vogel, WI. 7-4406.	CACHAREL (DIV. OF MALLORY)	LAMB'S CLUB 130 WEST 44TH STREET
Tuesday May 11 4:00 P.M.	OPENING OF FALL COLLECTION Also May 20 at 4:00. By reservation. Contact: Roslyn Shoenthal, 594-0030.	MALCOLM STARR BY ELINOR SIMMONS	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 11 4:00 P.M.	OPENING OF FALL COLLECTION Also May 20 at 4:00. By reservation. Contact: 594-0030.	J.G. COUTURE BY ARTHUR DOUCETTE	530 SEVENTH AVENUE MALCOLM STARR SHOWROOM
Tuesday May 11 4:00 P.M. Aperitif	72ND ANNUAL STUDENT SHOW The Fashion Division of Pratt will present its annual collection by students. Show at 4:30. By invitation. Contact: Mrs. Lisa Porfido, 622-2200, ext. 383.	PRATT INSTITUTE (BROOKLYN)	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday May 11 5:15 P.M.	FALL COLLECTION BY STEPHEN BURROWS Showing of Fall collection for press and buyers. By invitation. (Buses available from the Lamb's Club, 130 West 44th Street) Publicity: Joanne Creveling, CI. 7-1100, ext. 345.	BENDEL STUDIO	10 WEST 57TH STREET
Tuesday May 11 7:00 P.M.	INT'L LEATHER FASHION SHOW Third annual fashion showing of men's and women's leather and suede ready-to-wear and sportswear. By invitation. Production: Sybil Weinman, By reservation. (Exhibit open, May 11-13 from 9:30 to 6:00). Contact: MU. 7-1185.	INTERNATIONAL TRADE SHOWS	HOTEL McALPIN BALLROOM
Beginning Tuesday May 11	OPENING OF AUTUMN COLLECTION Continuous by appointment. Contact: Bernice Lewis, 279-3410.	GIORGINI	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 11	OPENING OF FALL COLLECTION Continuous showings by appointment. Contact: Judy Lauterstein, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 12 8:30 A.M. Breakfast	OPENING OF FALL COLLECTION By invitation. Thereafter by reservation at showroom, 530 Seventh Avenue, 4th floor. Contact: LW. 4-9000.	KASPER (530 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Wednesday May 12 10:00 A.M.	PRESS SHOWING: FALL COLLECTION By reservation. Contact: LW. 4-0454.	BEENE BAZAAR	550 SEVENTH AVENUE NEW SHOWROOM - 8TH FLOOR
Wednesday May 12 10:30 A.M.	OPENING OF FALL COLLECTION Also May 18, 20, 26 at 10:30 A.M. By reservation. (Press: May 12, 2:30 P.M., by invitation). Contact: LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 12 11:00 A.M. & 1:30 P.M.	TWO SHOWINGS: YOUNG AMERICAN FASHIONS "The Takeover Market" -- Wrap-up of Young American Ready-to-Wear. Co-chmn: Jean Sherwin Guilder, Glamour Magazine; Wilmer Weiss, Franklin Simon. Doors open promptly at 10:30 A.M. and 1:00 P.M. Prices: \$15.00, members; \$25.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ALICE TULLEY HALL 1941 BWAY & 65TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 12 11:00 A.M.	PRESS SHOWING: FALL COLLECTION Also May 13 and 18 at 10:00 A.M. Contact: Doug Sylvia, 594-5660.	LEO NARDUCCI	550 SEVENTH AVENUE NEW SHOWROOM - 8TH FLOOR
Wednesday May 12 12:00 Noon	OPENING OF FALL COLLECTIONS Also May 19, 26, June 2 at 11:30 A.M. By reservation. Contact: LA. 4-3520.	TRAINA BOUTIQUE & TRAINA SPORT	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
May 12	12:00 Noon, GEOFFREY BEENE, 550 Seventh Ave., 4th floor, LW. 4-0454.		
Monday May 10 12:00 Noon Luncheon	OPENING OF FALL COLLECTION Also May 17, May 24 and June 24 at Noon. By invitation. Contact: Jean Houck, LO. 3-1640.	GLORIA SACHS	530 SEVENTH AVENUE NEW SHOWROOM - 30TH FLOOR
Wednesday May 12 12:30 P.M. Luncheon	"EASTERN SPLENDOR FOR WESTERN LEISURE" Leisure fashions for men and women by Joseph Thomas. Reservations: (\$5.95), CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	SARTOR RESARTUS (884 NINTH AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday May 12 1:00 P.M.	OPENING OF FALL COLLECTION Also May 18 and 25 at 1:00. By reservation. (Press, May 10 at 1:00, by invitation.). Contact: Lucille Tice, WI. 7-8235.	BOUTIQUE DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 12	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520. (See page 8)		
Wednesday May 12 2:30 P.M. & 8:15 P.M.	STUDENT COLLECTION & MUSEUM HIGHLIGHTS "Collection & Recollections" -- annual show and capsule group of the School's museum costumes from 1867 to 1897. Contact: Mrs. Holt, 673-0300.	TRAPHAGEN SCHOOL OF FASHION	PARK SHERATON HOTEL 7TH AVENUE & 55TH ST.
May 12	2:30 P.M., OSCAR DE LA RENTA, PRESS SHOW, 550 Seventh Ave., by invitation.		
May 12	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872. (See pg.8)		
Wednesday May 12 4:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 3-6126.	GAVI BY MILTON KORWIN	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
May 12	4:00 P.M., DONALD BROOKS, PRESS SHOW, 550 Seventh, by invitation.		
May 12	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite, 335-6033 or CI. 7-2200.		
Beginning Wednesday May 12	OPENING OF FALL COLLECTION "Ideas for Fall" by Miss Rikki. By appointment. Contact: Helen Feinstein, LO. 3-6143.	RIKKI FOR SPORT TRIO	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday May 13 8:00 A.M. Breakfast	17TH ANNUAL HOME FURNISHINGS CONFERENCE "This is the Year for Home Furnishings." -- day long conference. Creative Merchandising Awards Luncheon at 12:30. Price: \$25.00, members; \$35.00, non-members. Contact: Trude Low, CH. --8780.	NATIONAL RETAIL MERCHANTS ASS'N	BILTMORE HOTEL MADISON AVENUE & 43RD ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 13 9:00 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Matty, CH. 4-4940 or CH. 4-7522.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 13 9:00 A.M.	PRESS PREVIEW: FALL COLLECTION "A New Concept in Contemporary Clothes, at a new price, for a new Tif" . By invitation. Thereafter by appointment. Contact: 947-4551.	JACQUES TIFFEAU	550 SEVENTH AVENUE NEW SHOWROOM - 22ND FLOOR
May 13	10:00 A.M., LEO NARDUCCI, 550 Seventh Avenue, 8th floor, 594-5660.		
May 13	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
May 13	10:00 A.M., JACK SARNOFF, 512 Seventh Avenue, 30th floor, PE. 6-7121.		
Thursday May 13 10:30 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Abbott, BR. 9-9223.	V & J DESIGNS BY VICTOR JORIS	500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday May 13 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: WI. 7-6845.	WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
May 13	11:00 A.M., PIERRE CARDIN, 550 Seventh Ave., 24th floor, 279-3091.		
Thursday May 13 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: WI. 7-6845.	VICTORIA ROYAL LTD. BY BILL HAIRE	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
May 13	11:00 A.M., PIERRE CARDIN, 550 Seventh Ave., 24th floor, 279-3091.		
Thursday May 13 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: LO. 3-6126.	CLARET BY JOSEPH BUCHEIR	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday May 13 12:00 Noon	OPENING OF FALL COLLECTION By invitation. Also Tuesday, May 18, at 12:00 Noon. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday May 13 1:00 P.M.	FALL COLLECTION BY RIZKALLAH Also May 19 at 1:00. By invitation. Contact: 594-0030.	MALCOLM STARR INTERNATIONAL	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 13 1:30 P.M.	PRESS PREVIEW: FALL & WINTER COLLECTION Daytime dresses, costumes and evening fashions, designed by Jay Anderson and Fred Ackerman. By invitation. Thereafter by appointment. Contact: Mrs. Penny Walker, 947-0964. Publicity: Margaret Hodge, 1250 Sixth Avenue, 765-0653.	POSH, INC. BY JAY ANDERSON	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday May 13 1:30 P.M.	OPENING OF COMPLETE FALL COLLECTION By reservation. Thereafter by appointment. Contact: 736-6909.	DAVIDOW BY UMBERTO MANZO	205 WEST 39TH STREET SHOWROOM - 6TH FLOOR
Thursday May 13 2:30 P.M.	OPENING OF FALL COLLECTION Also May 18, 20, 25, June 2 at 2:30. (Press show, Monday, May 17 at 3:00 P.M. Hotel Pierre, by invitation). Contact: 524-6968.	BILL BLASS LTD.	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 13 4:00 P.M.	OPENING OF FALL COLLECTION Also May 18 and 25 at 4:00. By reservation. (<u>Press show, Wednesday, May 12 at 4:00, by invitation</u>). Contact: Mary Jean Rainnie, WI. 7-8235.	DONALD BROOKS	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday May 13 5:00 P.M.	PREVIEW SHOWING OF FALL COLLECTION By invitation. Contact: Betty Hanson, 279-9915.	ANNE KLEIN AND COMPANY	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Thursday May 13 5:30 P.M.	PREVIEW OF FALL COLLECTION By invitation. Showings at Hotel Gotham, private suite, May 14 at 12:00 Noon and May 17 at 6:30. Contact: Marjorie Plecher, 213-657-8586; or Betty Brown, PL. 9-6272.	RAY AGHAYAN/BOB MACKIE (8636 MELROSE AVE., L.A.)	ST. REGIS HOTEL VERSAILLES SUITE
Friday May 14 8:30 A.M.	PREMIERE OF NEW SPORTSWEAR DIVISION By invitation. Contact: Steve Harrison, LW. 4-9000.	DESIGNED BY KASPER FOR JOAN LESLIE	500 CLUB 500 SEVENTH AVENUE
Friday May 14 10:00 A.M.	FALL COLLECTION BY PHILIPPE GUIBOURGE Also May 17 at 10:00. By reservation. Contact: Fleta Hickman, LO. 4-9220.	MISS DIOR	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Friday May 14 11:00 A.M.	PREMIERE SHOWING: FALL COLLECTION Also May 17 at 11:00, May 20 at 1:00, May 24 at 12:00. By reservation. Contact: Ben Ray, CH. 4-3877.	EDWARD PARNES, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
May 14	12:00 Noon, HAROLD LEVINE, 530 Seventh Ave., 21st floor, LA. 4-0237.		
May 14	1:00 P.M., PHYLLIS SUES, 530 Seventh Ave., 9th floor, 947-8470.		
May 14	2:30 P.M., HOUSE OF BRANELL, 530 Seventh, 27th floor, PE. 6-6983.		
May 16	NATIONAL BATH PRODUCTS SHOW, N.Y. Coliseum, (May 16-19). Contact: 683-3380.		
May 16	NATIONAL STATIONERY SHOW, N.Y. Coliseum, (May 16-20). Contact: 686-1677.		
May 17	10:00 A.M., MISS DIOR, 498 Seventh Ave., 17th floor, LO. 4-9220.		
May 17	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh Ave., 23rd fl, LA. 4-9350.		
May 17	11:00 A.M., EDWARD PARNES, 498 Seventh Avenue, 10th floor, CH. 4-3877.		
Monday May 17 11:30 A.M.	OPENING OF FALL COLLECTION Designed by Dorothy Farbo. By reservation. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
May 17	12:00 Noon, GEOFFREY BEENE, 550 Seventh Avenue, 4th floor, LW. 4-0454.		
May 17	12:00 Noon, GLORIA SACHS, 530 Seventh Avenue, 30th floor, LO. 3-1640.		
Monday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Showing for buyers, by reservation. (note new address) (Press show, Tuesday, May 18 at 4:00 P.M., by invitation) Contact: Maria Scotto, 239-8878.	CHESTER NOW	530 SEVENTH AVENUE NEW SHOWROOM - 16TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 17	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
Monday May 17 2:00 P.M.	PREMIERE SHOWING: FALL COLLECTION By invitation. Contact: Yvette, 239-4373.	BYMINI BY GAYLE KIRKPATRICK	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
May 17	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		
May 17	3:00 P.M., BILL BLASS PRESS SHOW, Hotel Pierre, Cotillion Room, by invitation.		
Monday May 17 4:00 P.M.	OPENING OF FALL COLLECTION Also May 19 at 10:00 A.M. and 4:00 P.M.; and May 24 at 4:00 P.M. By reservation. (Note new address). (Press Show, Tuesday, May 18 at 12:00 Noon. by invitation). Contact: 239-8878.	CHESTER WEINBERG	530 SEVENTH AVENUE NEW SHOWROOM - 16TH FL.
Monday May 17 5:30 P.M.	PREVIEW OF PARIS READY-TO-WEAR Fall fashions for women, children and men. By invitation. Contact: Pamela Ripp at Liaison Agency, 355-7310.	FRANK OLIVIER OF PARIS	HOTEL PLAZA BAROQUE SUITE
May 17	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite, 335-6033.		
Monday May 17 8:00 P.M.	ANNUAL BENEFIT SUPPER-DANCE Theme: "Adrian, the Magnificent" -- costumes from Crawford, Garbo, Gaynor, Harlow, Hepburn, MacDonald, Shearer; also his high fashions for the American woman. Minimum contribution: \$125.00 per person for 1971 Foundation Fund for Scholarships and Development. (Black tie) Contact: LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
Beginning Monday May 17	FALL BOUTIQUE IMPORTS FROM PARIS Fall collections and the Nina Ricci Boutique. Continuous by appointment. Contact: Helen Presser, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday May 17	OPENING OF FALL COLLECTION Continuous showings. Contact: 594-0352. Publicity: Stutman Associates, 247-2662	NAT HIRSCH FOR JUNIOR GALLERY	250 WEST 39TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday May 17	OPENING OF FALL COLLECTION Continuous showings of coats, suits, ensembles. Contact: 239-4768. Publicity: Stutman Associates: 247-2662.	HENRY RUTMAN FOR MISS GALLERY	230 WEST 38TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday May 17	OPENING OF FALL COLLECTION A new collection of international couture coats, all-weather coats and fun furs. Continuous showings. Contact: Rita Young, 244-3815.	LAWRENCE OF LONDON & LAWRENCE OF LONDON INT'L.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday May 17	ITALIAN READY-TO-WEAR IN NEW YORK Showing of Fall collections. By reservation. Contact: PL. 5-2340.	MODA ROMANA	ST. REGIS HOTEL MEZZANINE
Beginning Monday May 17	OPENING OF FALL COLLECTION Continuous showings. Contact: LO. 5-3250.	RAFFAELE	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 17	OPENING OF FALL COLLECTIONS Continuous showings.	TANNER OF NORTH CAROLINA; TOBY TANNER; TANNERWAY Contact: 244-6350.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Monday May 17- May 22	FRENCH READY-TO- WEAR IN NEW YORK By Castillo, Gabs, Germaine et Jane, Janysix, Mac-Tac, Luis Mari, Pisanti, Madeline Poncet, Roga. Contact: French Expositions in the U.S., 1301 Sixth Avenue, CO. 5-5676.	FASHIONS BY NINE FRENCH MANUFACTURERS	HOTEL GOTHAM 4TH & 5TH FLOORS
Tuesday May 18	PRESS PREVIEW: PREMIERE COLLECTION A new concept for retailers... Groups of related merchandise and separates, designed by Anne Klein, Pierre Cardin, Jacques Tiffeau, Murray Nieman, Don Simonelli, John Anthony, Jim Baldwin, Frank Masandrea. All day party, by invitation only. Contact: Gayle Osman, 868-2135.	Designers' MELANGE Inc.	205 WEST 39TH STREET NEW SHOWROOM - 2ND FLOOR
May 18	9:00 A.M., MALCOLM CHARLES, 530 Seventh Ave., 5th floor, 594-3000.		
Tuesday May 18 9:30 A.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 564-0910.	CLAUDIA BY GEORGE HALLEY	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 18 10:00 A.M.	OPENING OF FALL COLLECTION Also May 19 at 11:30. By reservation. Contact: Mr. Revell, CH. 4-1542.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 18	10:00 A.M., LEO NARDUCCI, 550 Seventh Avenue, 8th floor, 594-5660.		
May 18	10:00 A.M., JACK SARNOFF, 512 Seventh Avenue, 30th floor, PE. 6-7121.		
May 18	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
May 18	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh, 23rd floor, LA. 4-9350.		
Tuesday May 18 11:00 A.M.	PREVIEW OF FALL COLLECTION By reservation. Thereafter by appointment. Contact: 524-3818.	MR. MORT BY STAN HERMAN	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
May 18	11:00 A.M., LAIRD-KNOX BY TRACY MILLS, 512 Seventh Ave., 37th floor, LA. 4-2544.		
Tuesday May 18 12:00 Noon	OPENING OF FALL COLLECTION Also May 26 at 12:00 Noon. By reservation. Contact: Sam Cohen, 244-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
May 18	12:00 Noon, CHESTER WEINBERG PRESS SHOW, 530 Seventh, by invitation.		
May 18	12:00 Noon, MOLLIE PARNIS, 530 Seventh Avenue, 18th floor, BR. 9-5012.		
May 18	1:00 P.M., BOUTIQUE DONALD BROOKS, 550 Seventh, 21st floor, WI. 7-8235.		
May 18	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
Tuesday May 18 2:30 P.M.	OPENING OF FALL COLLECTION By invitation. At 10:30 and 2:30 until June 15. Contact: Peter Horn, BR. 9-9223.	CUDDLECOAT-LaFLAQUE BY VICTOR JORIS	500 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 18	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor,		524-6968.
May 18	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor,		WI. 7-8235.
May 18	4:00 P.M., CHESTER NOW, Press Show, 530 Seventh Ave., 16th floor,		239-8878.
Tuesday May 18 5:00 P.M.	OPENING OF FALL COLLECTION Also May 20, 26 at 2:30; May 21 at 10:30. By reservation. Contact: LO. 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
May 18	5:30 P.M., HELGA, Hotel Gotham, Vice Presidential Suite,		335-6033.
Tuesday May 18- June 4	FASHION E.S.P. ON AND OFF CAMPUS Live modeling and a slide presentation of the August issue: 9:00 A.M., (except Mondays), 11:00 A.M., 2:00, 4:00 (except Fridays). By appointment. Contact: Joan Carter, 689-5900, ext. 482.	GLAMOUR MAGAZINE	420 LEXINGTON AVENUE SHOWROOM - 19TH FLOOR
May 19	10:00 A.M., GINO CHARLES, 530 Seventh Avenue, 4th floor,		LA. 4-4510.
May 19	10:00 A.M., SOMETHING! BY OSCAR DE LA RENTA, 1411 Bway, 29th fl,		594-5424.
May 19	10:00 A.M., CHESTER WEINBERG, 530 Seventh, 16th floor,		239-8878.
May 19	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh Ave, 23rd fl,		LA. 4-9350.
May 19	11:30 A.M., BEN REIG, 498 Seventh Avenue, 23rd floor,		CH. 4-1542.
May 19	11:30 A.M., TRAINA BOUTIQUE & TRAINA SPORT, 550 Seventh, 14th fl,		LA. 4-3520.
May 19	12:00 Noon, HAROLD LEVINE, 530 Seventh Avenue, 21st floor,		LA. 4-0237.
Wednesday May 19 1:00 P.M.	OPENING OF FALL COLLECTIONS Designed by Martin Staehely. (Press show: Thursday, May 20 at 1:00 P.M., by invitation). Contact: Dorothy Herme, 244-7270.	SARMI; SARMI BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
May 19	1:00 P.M., DOMINIC ROMPOLLO, 550 Seventh Avenue, 6th floor,		239-4155.
May 19	1:00 P.M., MALCOLM STARR INTERNATIONAL, 530 Seventh Ave., 20th fl,		594-0030.
May 19	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor,		244-1872.
May 19	2:30 P.M., CHRISTIAN DIOR-NEW YORK, 498 Seventh Ave., 17th floor,		LO. 4-9220.
May 19	2:30 P.M., HOUSE OF BRANELL, 530 Seventh Ave., 27th fl,		PE. 6-6983.
Wednesday May 19 2:30 P.M.	PRESS PREVIEW: COUTURE FUR FASHIONS Fall capsule showing. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAXIMILIAN	20 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Wednesday May 19 4:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter by appointment in showroom, 20th floor. Contact: OX. 5-4270. Publicity: Pennoyer Associates, MU. 2-6480.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
May 19	4:00 P.M., CHESTER WEINBERG, 530 Seventh Ave., 16th floor,		239-8878.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 19 5:30 P.M. Champagne	FALL COLLECTION: FIRST ANNIVERSARY CELEBRATION Fall cocktail and evening fashions and accessories designed by Surjit and Adarsh Gill. By invitation. Publicity: Frances Laterman, TR. 6-5921. From May 21, by appointment, Hotel Gotham, Contact: Miss Gill, 348-2132.	SAZ (200 EAST END AVENUE)	RAFFLES FIFTH AVENUE & 59TH STREET
May 20	9:00 A.M., JACQUES TIFFEAU, 550 Seventh Avenue, 17th floor, WI. 7-4551.		
May 20	9:30 A.M., CHRISTIAN DIOR-NEW YORK, 498 Seventh Avenue, 17th floor, LO. 4-9220.		
May 20	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA. 4-9350.		
Thursday May 20 11:00 A.M.	PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: WI. 7-7200. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE BY VICTOR COSTA	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 20 12:00 Noon	OPENING OF FALL COLLECTION Preview of new Fall collection. By invitation. Thereafter by appointment in temporary showroom, 7th floor. Contact: 586-3681.	FERDINANDO SARMI LTD. (20 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM
May 20	1:00 P.M., SARMI; SARMI BOUTIQUE, 550 Seventh Avenue, 3rd floor, 244-7270.		
May 20	1:00 P.M., EDWARD PARNES, 498 Seventh Avenue, 10th floor, CH. 4-3877.		
May 20	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
May 20	2:30 P.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
May 20	4:00 P.M., MALCOLM STARR, 530 Seventh Avenue, 20th floor, 594-0030.		
May 20	4:00 P.M., J.G. COUTURE, 530 Seventh Avenue, 20th floor, 594-0030.		
Thursday May 20 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: HOME LINENS BY BILL BLASS Informal press preview of the Bill Blass collection of Bed and Bath linens for Springs Mills. Mr. Blass will be present to greet the guests. Press only, by invitation. (Buyers, Monday, June 7, 4:00 to 7:00) Contact: Doris Thistlewood, 556-6435.	SPRINGS MILLS, INC.	104 WEST 40TH STREET 3RD FLOOR
May 21	10:30 A.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
Sunday May 23- May 26	THIRD SEMI-ANNUAL BOUTIQUE SHOWING Over 900 apparel and accessory manufacturers; 630 exhibitors; 20 countries represented. Contact: Oscar Pluznik, LA. 4-5024.	NATIONAL BOUTIQUES SHOW	HOTEL McALPIN BWAY & 34TH STREET
May 24	12:00 Noon, EDWARD PARNES, 498 Seventh Avenue, 10th floor, CH. 4-3877.		
May 24	12:00 Noon, GLORIA SACHS, 530 Seventh Avenue, 30th floor, LO. 3-1640.		
May 24	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
May 24	2:30 P.M., LARRY ALDRICH, 530 Seventh Avenue, 12th floor, 244-1872.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 24 3:00 P.M.	PRESS PREVIEW: FURS BY EMERIC PARTOS Fall preview of Emeric Partos exclusive fur designs for Bergdorf Goodman. By invitation. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	FUR SALON 2ND FLOOR
May 24	4:00 P.M., CHESTER WEINBERG, 530 Seventh Avenue, 16th floor, 239-8878.		
May 25	10:00 A.M., ADELE SIMPSON, 530 Seventh Avenue, 23rd floor, LA. 4-7626.		
May 25	11:00 A.M., OSCAR DE LA RENTA BOUTIQUE, 550 Seventh Ave., 23rd fl, LA. 4-9350.		
May 25	12:00 Noon, HAROLD LEVINE, 530 Seventh Avenue, 21st floor, LA. 4-0237.		
Tuesday May 25 12:30 P.M. Luncheon	GRADUATION LUNCHEON Guest speaker: Nancy White, Editor-in-Chief, Harper's Bazaar. Certificates to 115 graduates; awards to outstanding alumnae. By invitation. Publicity: Constance Hope Associates, PL. 7-0515.	TOBE COBURN SCHOOL	WALDORF-ASTORIA EMPIRE ROOM
May 25	1:00 P.M., BOUTIQUE DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235.		
Tuesday May 25 2:00 P.M.	OPENING OF FALL COLLECTION Also June 1 at 2:00. By appointment. Contact: Miss Ruth or Miss Lorna, 695-5100.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
May 25	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
May 25	4:00 P.M., DONALD BROOKS, 550 Seventh Avenue, 21st floor, WI. 7-8235.		
Beginning Tuesday May 25	OPENING: ANGELA'S FALL COLLECTION By appointment. Contact: 695-7230.	ROSSINO-ANGELA	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
May 26	10:30 A.M., OSCAR DE LA RENTA, 550 Seventh Avenue, 11th floor, LA. 4-9350.		
May 26	11:30 A.M., TRAINA BOUTIQUE & TRAINA SPORT, 550 Seventh Ave., 22nd fl, LA. 4-3520.		
May 26	12:00 Noon, COUNTESS ALEXANDER, 530 Seventh Ave., 9th floor, 244-5693.		
May 26	2:30 P.M., TRIGERE, 550 Seventh Avenue, 16th floor, LO. 3-1600.		
May 31	MEMORIAL DAY HOLIDAY (Monday)		
June 1	1:00 P.M., TEAL TRAINA, 550 Seventh Avenue, 15th floor, LA. 4-3520.		
June 1	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, 695-5100.		
Tuesday June 1 5:00 P.M.	PREVIEW: SPRING FABRICS A multi-media presentation of European and American fashion designs. Commentary and fashion direction by Carol Cooper Garey. By invitation only. Cocktails at 5:00. Show promptly at 6:00. Publicity: Terry Mayer Associates, 685-6561.	TEXFI (1040 AVE. OF AMERICAS)	ST. REGIS HOTEL ROOF & PENTHOUSE
Beginning Tuesday June 1	FALL-WINTER JEWELRY COLLECTION Continuous showings. Contact: YU. 6-6633.	NAPIER	530 FIFTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 2 7:00 A.M. Breakfast	ANNUAL BREAKFAST FASHION SHOWS Also June 3, 4, 8, 9, 10, 11, 15, 16. Show at 8:00 A.M. By invitation. Contact: June Roche, OX. 5-1200.	DEERING-MILLIKEN (1045 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
June 2	11:30 A.M., TRAINA BOUTIQUE & TRAINA SPORT, 550 Seventh, 14th fl., LA. 4-3520.		
June 2	2:30 P.M., BILL BLASS, 550 Seventh Avenue, 17th floor, 524-6968.		
Thursday June 3 10:00 A.M.	PRESS PREVIEW: FUR FASHIONS Showing of fur fashions for press and buyers. By invitation. Contact: Lillian Shockley, LA. 4-0105.	H.B.A. FURS BY ANNE KLEIN	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday June 7 11:00, 1:30, & 4:00	OPENING: FALL-WINTER FUR COLLECTION Three showings: 11:00 A.M., 1:30 and 4:00 P.M. (refreshments) By reservation. Buyers: Albert Gompertz, 736-8516; Press: Lisa Curtis, 684-7444.	THE FUR DIMENSION DESIGNED BY MR. FRED	FUR & SPORT INC. 224 WEST 30TH STREET
Monday June 7 4:00 P.M.	PREVIEW OF FUR COLLECTION By invitation. Thereafter by appointment in showroom, 333 Seventh Avenue, 20th floor. Contact: LO. 4-4726.	DONALD BROOKS FOR MICHAEL FORREST	HOTEL PLAZA TERRACE ROOM
Monday June 7 2:30 P.M.	PRESS PREVIEW: FUR FASHIONS Showing of fur fashions for press and buyers designed by Chester Weinberg. Contact: Donald Bernstein, LA. 4-5373.	CHESTER WEINBERG FURS (FOR GOLDIN-FELDMAN)	345 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday June 7 5:30 P.M.- 7:30 P.M.	PREVIEW OF AUGUST ISSUE Invitations will be issued. Admission by non-transferable ticket only.	MADMOISELLE MAGAZINE (420 LEXINGTON AVENUE)	N.Y. STATE THEATRE LINCOLN CENTER
Tuesday June 8 8:00 A.M.	SECOND ANNUAL FALL HANDBAG FASHION SHOW Produced by Perceptions III. By invitation. Contact: Natalie Marcin, 683-6969.	NATIONAL HANDBAG ASSN. (347 FIFTH AVENUE)	STATLER-HILTON HOTEL
Tuesday June 8 8:00 A.M. Breakfast	SEMI-ANNUAL FALL SEMINAR "The Moving Picture". Show at 8:30 A.M. Prices: \$17.50, members; \$25.00, guests. Contact: Marjorie Reich or Frances Hodges, OR. 9-4484.	MERCHANDISING MOTIVATION (200 MADISON AVENUE)	HOTEL PLAZA BALLROOM
Tuesday June 8 10:30 A.M.	FUR FASHIONS BY THREE DESIGNERS Furs designed by John Kloss, Viola Sylbert and Chloe. By invitation. Contact: 736-5550.	ALIXANDRE FURS	150 WEST 30TH STREET SHOWROOM - 18TH FLOOR
Tuesday June 8 12:30 P.M.; 3:00; 5:30	ANNUAL FALL TRENDS SHOW "Straight Talk from Seventeen". Also at 3:00 and 5:30. Tickets: \$15.00 each, by invitation only. Contact: PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	N.Y. HILTON HOTEL TRIANON BALLROOM
Tuesday June 8 5:00 P.M. Cocktails	PREVIEW: FALL-WINTER FUR COLLECTION Franchise collection for buyers and store executives, by invitation. <u>Show</u> <u>at 5:30</u> . Publicity: Eleanor Lambert, MU. 8-2130.	MAXIMILIAN	20 WEST 57TH STREET SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 9 10:00 A.M.	PRESS PREVIEW: FUR COLLECTION Also the Dan Grossman fur collection. By invitation. Contact: PE. 6-0088.	GEOFFREY BEENE FOR DAN GROSSMAN	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 9 11:00 A.M.	PRESS PREVIEW: FUR COLLECTION By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	OSCAR DE LA RENTA	333 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 9 2:30 P.M.	PRESS PREVIEW: FALL FURS For press and buyers, by invitation. Thereafter by appointment. Contact: Miss Lenore, CH. 4-8685. Publicity: Pauline Greene, TN. 7-2288.	FREDRICA	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 10 12:00 Noon Luncheon	FALL FUR COLLECTION Furs by Barlan, Stephen Burrows, Carol Horn and Zandra Rhodes. Show at 1:00. By invitation. Thereafter by appointment in showroom, 7th floor. Contact: Miss May, LO. 5-6033 or LO. 5-4259.	BARLAN (333 SEVENTH AVENUE)	PENN GARDEN HOTEL GRAND BALLROOM
Friday June 11 9:30 A.M.	PRESS PREVIEW: FALL-WINTER FURS Fur collections by Christian Dior Furs, Miss Dior Furs, Christian Dior Monsieur, Laurence Kaye. By invitation. Beginning Monday, June 14, daily at 10:30 and 2:30, by appointment. Contact: 695-8340.	CHRISTIAN DIOR FURS; LAURENCE KAYE FURS	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday June 15 10:30 A.M.	FUR FASHIONS BY GIVENCHY By invitation. Thereafter by appointment. Givenchy Publicity: Ruth Hammer Associates, 685-8290. Contact: 736-5550.	GIVENCHY FOR ALIXANDRE	150 WEST 30TH STREET SHOWROOM - 18TH FLOOR
Tuesday June 15 2:30 P.M.	FALL AND WINTER FUR COLLECTION By invitation. Contact: Leon Hecht, CH. 4-2179.	REIN, RAME & GURVITCH	150 WEST 30TH STREET SHOWROOM - 2ND FLOOR

CONTINUOUS SHOWINGS - THESE FALL COLLECTIONS HAVE OPENED

ARBE IMPORTS (AND HOLIDAY) 498 Seventh Avenue, 11th floor, LW. 4-0220

THE ARKINS: LANVIN. 530 Seventh Avenue, 7th floor, WI. 7-5324

BRENNER COUTURE 498 Seventh Avenue, 21st floor, 947-9677

DESIGN THAI 550 Seventh Avenue, 18th floor, 239-8530

DIANE VON FURSTENBERG Essex House, 160 C. Pk. So., Suite 203, 247-0300

GINORI 498 Seventh Avenue, 12th floor, 244-4700.

MARDI GRAS 498 Seventh Avenue, 3rd floor, 947-2055.

VERA MAXWELL. 530 Seventh Avenue, 26th floor, LO. 3-4358

PARNES-FEINSTEIN 530 Seventh Avenue, 10th floor, BR. 9-0952

PRISCILLA OF BOSTON 498 Seventh Avenue, 9th floor, CH. 4-3847

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